

Remarks

Applicant notes that the Examiner's Action does not indicate whether the drawings filed with the application are acceptable to the Official Draftsman. Clarification of the status of the drawings is respectfully requested.

On the merits, the Examiner has rejected all claims as anticipated by Burge et al., U.S. Patent 6,014,638. Applicant respectfully disagrees with this rejection.

The present claims are directed to the concept of managing user preferences for a plurality of different, distinguishable computing environments. For example, the same user may access information from an office location (a first computing environment) and a home location (a second computing environment) and have dramatically different preferences for the presentation, style and content of information obtained in those two environments. The invention is directed to capturing these different preferences for a single user and managing them in response to changing computing environments.

The claims specifically bring out these points. Specifically, the independent claims 1, 8 and 9 recite "a user interacting on-line in a plurality of objectively distinguishable computing environments" – that is, one user interacts in multiple environments. Furthermore, the independent claims recite "a plurality of usage profiles ... for the user" – that is, that there are multiple profiles for this one user. Furthermore, the independent claims recite that the plural profiles "correspond[] to each of the computing environments" – that is, there is a profile for each of the plural environments. Finally, the independent claims recite that the profiles are selected based on the computing environment in use: the system/method will "present[] on-line content

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personalized in accordance with one of the usage profiles in response to the user interacting in an identified one of the computing environments".

Contrary to the Examiner's rejection, the Burge prior art does not disclose the generation of a plurality of user profiles. Rather, Burge describes the collection of a single user profile for a user. Thus, Burge does not and could not suggest selecting from among a plurality of user profiles based upon the "computing environment" currently in use, or based on any other factor. Burge collects only a single user profile and that user profile is be used for the user, and updated in the same manner for the user, however the user chooses to connect to the system from one session to the next. Burge does not even recognize the problem of changing computing environments and potentially different preferences in different environments, much less propose how to deal with this problem. Applicant therefore submits that the independent claims are clearly allowable over Burge.

Applicant further disagrees that Burge describes any method for determining a unique computing environment for a user as per claim 2, or the creation of "new" profiles for a user that already has a plurality of such profiles, per claims 3-4. Furthermore, Applicant submits that nothing in Burge deals with user physiological responses or detects eye movement or galvanic skin response per claims 5-7. However, these disagreements need not be further detailed as the independent claims from which claims 2-7 depend are clearly allowable over the prior art.

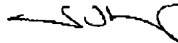
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Respectfully submitted,



Thomas W. Humphrey  
Reg. No. 34,353

Wood, Herron & Evans, L.L.P.  
2700 Carew Tower  
441 Vine Street  
Cincinnati, OH 45202-2917

Voice: (513) 241-2324  
Facsimile: (513) 241-6234